CLAIMS

What is claimed is:

1. A media publishing system, comprising:

a network interface to connect the media publishing system to a user;

5   a plurality of web services to enable the user to build, publish, and access a media project using templates of media items grouped into categories; and

a data storage to provide a file system to said plurality of web services, where the file system allows the user to access media items.

10   2. The system of claim 1, further comprising:

a plurality of network servers linked together in a local network to provide an application programming environment for said plurality of web services.

3. The system of claim 2, wherein the application programming environment includes

15   an RMP platform.

4. The system of claim 3, wherein the RMP platform includes a member publishing service, a repository, a repository filters, and an administrative service.

20   5. The system of claim 2, wherein the application programming environment includes a create-once-render-everywhere (CORE) platform.

6. The system of claim 5, wherein the CORE platform includes a rendering service, a user interface management service, a publishing service, and a content management service.

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7. The system of claim 2, wherein the application programming environment includes a content distribution platform.

8. The system of claim 7, wherein the content distribution platform includes an

30   identity service and a commerce service.

9. The system of claim 2, further comprising:

a producer system including at least one development application to build and support said plurality of web services, said producer system running on the application programming

5 environment.

10. The system of claim 1, further comprising:

a client system to enable the user to access said plurality of web services, said client system including at least one user interface application.

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11. The system of claim 10, wherein said at least one user interface application includes a web browser.

12. The system of claim 11, wherein said client system further includes:

15 a local storage to store some of the media items to be used to build the media project.

13. The system of claim 12, further comprising:

a web folder configured as a folder on the web browser.

20 14. The system of claim 13, further comprising:

an upload control tool to enable uploading of the media items stored in said local storage to said data storage by dragging and dropping the media items directly into the web folder.

25 15. The system of claim 1, wherein said network interface connects to a wide-area network.

16. The system of claim 1, further comprising:

a support system including at least one support application to support at least one of

30 said plurality of web services.

17. The system of claim 16, wherein said at least one support application includes a maintenance application and a customer service application.

5   18. The system of claim 1, wherein the media items include background image, background video, background music, animations, slide shows, sounds, and controls.

19. The system of claim 1, wherein said plurality of web services includes a markup language code for the media project, said code including links to media items stored in said 10   data storage.

20. The system of claim 1, wherein the template of media items includes settable features, which controls an aspect of presenting the media project.

15   21. The system of claim 20, wherein the aspect includes background color or font characteristics.

22. The system of claim 20, wherein the settable features for templates in a same category are configured to be same.

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23. A client system for accessing and utilizing a media publishing system, comprising:
      a network interface to connect a user to the media publishing system; and
      at least one user interface application to enable the user to build, publish, and access a media project using templates of media items grouped into categories.

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24. The system of claim 23, wherein said at least one user interface application includes a web browser.

25. The system of claim 24, further comprising:
30   a local storage to store some of the media items to be used to build the media project.

26. The system of claim 25, further comprising:

a web folder configured as a folder on the web browser.

5   27. The system of claim 26, further comprising:

an upload control tool to enable uploading of the media items stored in said local storage to the media publishing system by dragging and dropping the media items directly into the web folder.

10   28. The system of claim 23, further comprising:

a code publishing service to download a project code to execute the media project from the client system.

29.   A method of building, publishing, and accessing a media project, comprising:

15   selecting a category of the media project;

selecting a first template of media items from the category, said first template of media items including a plurality of media slots, each media slot capable of receiving media items in a particular arrangement; and

selecting and arranging the media items in said each media slot.

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30.   The method of claim 29, further comprising:

selecting publication parameters; and

storing the media project.

25   31.   The method of claim 30, wherein the publication parameters include a media project name.

32.   The method of claim 30, wherein the publication parameters include a publication level, which indicates a range of users that will have access to the media project.

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33. The method of claim 32, wherein the publication parameters include a security level, which restricts access within the publication level.

34. The method of claim 30, wherein the publication parameters include a method of
5   announcement of the stored media project.

35. The method of claim 29, further comprising:
downloading a project code to execute the media project.

10   36. The method of claim 35, wherein the project code includes layout information and features of the media project stored as requests in the project code, such that changes made to templates for one media project are reflected in other media projects.

37. The method of claim 29, wherein selecting and arranging the media items in said
15   each media slot includes importing media items transparently to a user.

38. The method of claim 29, wherein selecting and arranging the media items in said each media slot includes selecting the media items from a list, wherein the list includes media items distributed among multiple physical locations.

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39. The method of claim 29, wherein selecting a first template of media items includes changing the first template to a second template of media items within the same category while maintaining all the media items in the first template.

25   40. The method of claim 29, wherein said each media slot includes a genre and a target format.

41. The method of claim 40, wherein the genre indicates a type of media item that can be assigned to said each media slot.

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42.   The method of claim 41, wherein the genre is image, video, audio, or animation.

43.   The method of claim 40, wherein the target format indicates a format in which the template causes the media item to be requested when the media item for said each media slot is
5   to be presented.

44.   The method of claim 43, wherein the target format is a JPG, GIF, bitmap, or other related format.

10   45.   The method of claim 40, wherein selecting and arranging the media items includes selecting a specific format of each media item, wherein the specific format can be different than the target format specified for the media slot of said each media item.

46.   The method of claim 29, wherein the category includes albums, journals,
15   scrapbooks, music players, e-cards, and games.

47. A method of providing a media publishing service, comprising:
connecting the media publishing service to a user;
enabling the user to build, publish, and access a media project using templates of media
20   items grouped into categories; and
providing a file system to allow the user to upload, store, and/or access the media items.

48.   A computer program, stored in a tangible storage medium, for use in publishing a media project, the program comprising executable instructions that cause a computer to:
25   select a category;
select a template of media items from the category, said template of media items including a plurality of media slots, each media slot capable of receiving media items in a particular arrangement; and
select and arranging the media items in said each media slot.

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49.   The computer program of claim 48, further comprising executable instructions that cause a computer to:

select publication parameters; and

store the media project.

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50.   A media publishing system, comprising:

a means for connecting the media publishing system to a user;

a means for enabling the user to build, publish, and access a media project using templates of media items grouped into categories; and

10   a means for providing a file system to said means for enabling, where the file system allows the user to access media items.

51.   A client system for accessing and utilizing a media publishing system, comprising:

a means for connecting a user to the media publishing system; and

15   a means for enabling the user to build, publish, and access a media project using templates of media items grouped into categories.

52.   A media publishing system, comprising:

a means for selecting a category;

20   a means for selecting a template of media items from the category, said template of media items including a plurality of media slots, each media slot capable of receiving media items in a particular arrangement; and

a means for selecting and arranging the media items in said each media slot.

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